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11	1	5793972.pn.	USPAT; US-PGPUB	2004/07/06 13:35

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Abstract, Full Text

**cameraworld.com Ad Strategy Gets First Exposure in Seattle***Business Editors. Business Wire. New York: Mar 8, 1999. pg. 1*[» Jump to full text](#) Author(s): [Business Editors](#)Publication title: [Business Wire. New York: Mar 8, 1999. pg. 1](#)

Source Type: Wire feed

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Article URL: [http://gateway.proquest.com/openurl?url\\_ver=Z39.88-2004&res\\_dat=xri:pqd&rft\\_val\\_fmt=info:ofi/fmt:kev:mtx:journal&genre=article&rft\\_dat=xri:pqd:did=000](http://gateway.proquest.com/openurl?url_ver=Z39.88-2004&res_dat=xri:pqd&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&genre=article&rft_dat=xri:pqd:did=000)**Abstract** (Article Summary)

PORTLAND, Ore.—(BUSINESS WIRE)—March 8, 1999—cameraworld.com, the leader in online photography, digital imaging and consumer electronics retailing, unveiled its first major consumer advertising campaign in Seattle this week, prior to rolling out to major markets nationwide.

The campaign's billboards prominently feature the company's trademark worldwide web address and a tongue-in-cheek tag line ("Worth the drive") emphasizing the ease and convenience of shopping for photography, digital imaging and home electronics products through the company's website.

"The message is simple and straightforward, but with a sense of fun," said Alessandro Mina, cameraworld.com president and chief executive officer. "The best service, selection and prices on cameras and consumer electronics are only a few clicks away. No matter where our customers are located, they have an excellent alternative to traditional retail stores."

Full Text (539 words)

Copyright Business Wire Mar 8, 1999

PORTLAND, Ore.—(BUSINESS WIRE)—March 8, 1999—cameraworld.com, the leader in online photography, digital imaging and consumer electronics retailing, unveiled its first major consumer advertising campaign in Seattle this week, prior to rolling out to major markets nationwide.

The campaign's billboards prominently feature the company's trademark worldwide web address and a tongue-in-cheek tag line ("Worth the drive") emphasizing the ease and convenience of shopping for photography, digital imaging and home electronics products through the company's website.

The outdoor ads, now visible in 18 prominent Seattle locations, will be supported with cable television spots and newspaper ads. The ads were created to allow rotation of a variety of tag lines to reflect geographic and cultural specifics and to respond to market conditions or competitive moves.





"The message is simple and straightforward, but with a sense of fun," said Alessandro Mina, cameraworld.com president and chief executive officer. "The best service, selection and prices on cameras and consumer electronics are only a few clicks away. No matter where our customers are located, they have an excellent alternative to traditional retail stores."

The advertising campaign plays a pivotal role in cameraworld.com's expansion plans in 1999, according to Mina. The company's aggressive growth goals depend largely on building awareness of the advantages of shopping online with an established, trusted e-vendor among consumers who typically shop for cameras and electronics in more traditional – and more expensive – outlets.

Founded in 1977 and a thriving mail order camera dealer since 1979, Camera World launched its first Website in 1995. The company began offering product through its site in 1997, and quickly became the dominant force in online camera retailing with e-commerce sales exceeding \$16 million for 1998. Web-based revenue is expected to reach \$60 million in 1999.

The cameraworld.com business model, which equally emphasizes selection, service and price, has been perfected through the years in the mail order and catalog retailing market. The company's specific understanding of these specialized channels allowed it to easily adapt its successful retail model to online commerce and immediately reach a much broader audience.

Although cameraworld.com's online store is currently ranked in the top 5,000 of Web sites worldwide, the company plans to announce several ongoing improvements and enhancements designed to make shopping even easier, more convenient and more exciting for customers. The Web site will incorporate an online auction in the near future to move product more efficiently and increase value to site visitors. The company will also introduce a number of alliances and partnerships with major companies in the online commerce field, as well as with companies in related camera and imaging markets. The company will continue to operate its mail order and catalog operations, and flagship Portland, Oregon, retail store.

cameraworld.com (formerly Camera World Company) is the nation's second largest Web and telephone sales retailer of photography, digital imaging and home electronics to consumers throughout the U.S. and Canada. cameraworld.com is an authorized reseller of many top brands including  Canon, Fuji, Kodak,  Nikon, Olympus, Panasonic,  Pentax and  Sony. The company achieved 1998 sales exceeding \$80 million. cameraworld.com can be found on the Web at <http://www.cameraworld.com> and at the flagship Camera World store in downtown Portland, Oregon. The company can also be reached toll-free at 800/CAMERA1 or via fax at 800/729-8929.

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**Now we're the great daily of Beckindale:[Echonews Edition]****Northern Echo.** Darlington: Jun 4, 1999. pg. 05[» Jump to full text](#) Publication title: Northern Echo. Darlington: Jun 4, 1999. pg. 05

Source Type: Newspaper

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Article URL: [http://gateway.proquest.com/openurl?url\\_ver=Z39.88-2004&res\\_dat=xri:pqd&rft\\_val\\_fmt=info:ofi/fmt:kev:mtx:journal&genre=article&rft\\_dat=xri:pqd:did=000](http://gateway.proquest.com/openurl?url_ver=Z39.88-2004&res_dat=xri:pqd&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&genre=article&rft_dat=xri:pqd:did=000)**Full Text** (137 words)*Copyright Newsquest (North East) Ltd. Jun 4, 1999*

A NORTHERN Echo delivery van will trundle its way into one of the country's most popular soaps next month.

As Butch Dingle and shop assistant Emily have a war of words in Yorkshire Television's Emmerdale, bundles of The Great Daily of the North will be delivered in the background.

Real-life Northern Echo delivery man Fred Trotter was on location in North Yorkshire on Tuesday helping with the shoot. He will figure for several minutes in an episode scheduled to go out in July.

Sharp-eyed viewers will see new Northern Echo billboards and new Echo-sponsored waste bins featuring the paper's website address.

YTV chief buyer Bob Longhawn said: "We are always looking for delivery vans or public service vehicles for our main street on Emmerdale."

**[Illustration]**

Caption: Echo delivery man Fred Trotter, fresh from filming for his small-screen debut

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